APA Format Lynsey Watters

Concluding Paragraph Connection Decade Paper

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Point of View

Thesis Statement

“You’ll never look at music the same”

“Ladies and gentleman, rock and roll” as spoken by John Lack, the MTV theme song, and a montage of the landing of Apollo 11 all played as the start of MTV on August 1st 1981. This epidemic channel should be credited for providing us with music videos, reality TV and of course the latest updates on our favorite rock stars. I always wish that MTV would return back to the way it used to be. I truly do believe that MTV is one the reasons that music videos have become such a popular thing. I know that I love to watch the music videos that started it all and wonder how we got to the way videos are today. Unfortunately MTV has changes greatly and is not like it was when it debuted. Now let’s go back to the good old days when it was all music all the time, and all we wanted to do was rock.

Today music videos are just another way that we can see or hear our favorite songs, performed by our favorite artists. But looking back to 1981 a music video was considered to be unheard of. So imagine the anticipation that surrounded the debut of the first music video that aired on August 1st 1981 on the brand new TV station, MTV. The original purpose of MTV was to be “Music Television”, playing music videos twenty-four hours a day seven days a week according to (Music Television, 2007). Most of the videos that were played in the 1980’s were crude promotional or concert clips form anything that they were able to find from (Music Deletion, 2007). People were thrilled to be able to witness a new way of enjoying their favorite songs. However at the time of the MTV launch only a few thousand people on a single cable system in the northern New Jersey were able to see it… (MTV, 2009)

Looking at MTV today you might notice that unless you’re up at 6 am you might never see a music video playing. Even though playing music videos was the main purpose on MTV there were other shows that aired. MTV introduced the show 120 minutes in 1986 that featured alternative rock and underground bands. In 1989, MTV debuted Yo! MTV Raps, a hip-hop based show. Even though they might not have been just music videos they were still greatly influenced by popular music and music genres… (MTV, 2009)

As like many shows today MTV, was hosted by fresh-faced young men and women. These people were hired to host the many shows and to introduce the videos as they played on the channel. These hosts were also known also known as video jockeys or VJ’s for short. Some of the original VJ’s were Nina Blackwood, Mark Goodman, Alan Hunter and J.J. Jackson. Not only did these people have the opportunity of a lifetime to host shows that would be legendary, these people all would become celebrities in their own right. So not only did MTV make all the artists from the music videos famous it also helped launch the careers of many of the VJ’s. MTV was the job to have and the channel to turn on.

Since the premier of MTV it has had a profound impact on the music industry and on popular culture. MTV is responsible for really exposing America to an all new way of enjoying music. From the music videos, the reality TV shows, the constant update of pop culture, and the career launching opportunities MTV made its mark on the 1980’s. Remarkably still today, over twenty years later, MTV is still a major channel. I only wish that I could have been around to witness the legendary debuts of music videos that will forever leave a mark on our culture. Now if only there was a way to make the current MTV resemble more of the original MTV. Bring back the rock and roll, bring back the music.